The City of Whitehorse
PRESS RELEASE

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TAKE A VIRTUAL VISIT OF THE CANADA GAMES CENTRE LAUNCHING MARCH 7, 2008

The City of Whitehorse Parks and Recreation department is pleased to announce the launch of the Canada Games Centre Virtual Visit. The Virtual Visit walks the viewer through the Centre using a series of still photographs. This innovative sales and marketing tool is targeted to sports and convention planners. Clients can go online at www.canadagamescentre.whitehorse.ca or www.whitehorse.ca and click the "Take a Virtual Visit" icon. The launch date is March 7, 2008.

The purpose is to provide potential client's with a virtual visit at every possible point of contact. This tool is especially suited for a venue that is not close to its market. The client does not have to have a site-inspection to become familiar with the Canada Games Centre. The tour contains floor plans, stock images, maps, content and capacity figures.

There are five components of the virtual visit:

- Web visit: general public can view the venue anytime from the Canada Games Centre web site www.canadagamescentre.whitehorse.ca.
- Remote visit: allows user to take a client on a site inspection from anywhere in the world, guiding a client through a virtual tour remotely.
- Venue Visit: a complete face to face sales presentation that can be customized bringing the venue to the client to do a site-inspection
- Trade shows: a pre-recorded presentation that can be played at trade shows and allows interaction with the client
- CD visit: a key marketing tool to hand out at trade shows or send out to potential clients

The communication objectives are to show-off the Canada Games Centre with high quality, copyright inclusive images, for use in an image library and other marketing purposes.

"This new tool will make it a lot easier for our clients to envision the scope and possibilities of the Canada Games Centre", said Tammie Hennigar, Marketing and Sponsorship Specialist, Canada Games Centre, "I wish I had this tool when I was planning for the Aboriginal Youth Career Fair with the coordinator in Toronto".

For Virtual Visit, The Parks and Recreation department has partnered with the Virtual Visit Presentations, who have 34 years of hospitality and technology expertise. The Canada Games Centre tour will be linked to Yukon Convention Bureau's Virtual Visit that will be launched this spring. The Yukon Convention Bureau's Virtual Visit's first phase will include venues in Whitehorse, Haines Junction and Dawson City.

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